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Tale of One City

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PRESENTATION SCRIPT

SLIDE ONE

My name is Rebecca Quinn and I am the co-founder of the Tale of One City project. Unfortunately, Drew Konow, my partner, could not be here today. We are both juniors here at SMU and created this project as a way to address one of the most serious problems we see in Dallas.

SLIDE TWO

The problem: we see Dallas as a culturally rich yet sadly divided place. De facto segregation along with widespread misunderstanding and miscommunication between different socioeconomic and ethnic groups are a large part of what keeps Dallas divided. We believe previous attempts to end segregation in Dallas have failed largely because they have not focused on the root of the problem: a lack of conversation. As true conversation allows all parties to both acknowledge each other and share amongst one another, we see it as the only path to healing.

SLIDE THREE

Our solution: Tale of One City is a magazine, online and in print, aimed at fostering conversation among Dallas youth. Area high school students are invited to submit poetry, prose, music, art, and anything else they feel best embodies their experience living in Dallas.

With the founding and funding of this magazine and the One City Scholarship we hope to bridge social, economic, and cultural gaps through celebrating self-expression, particularly among area youth. Tale of One City is founded on the fundamental idea that through sharing our stories, we can unite our voices as one.

Dallas is a big place. From north to south, east to west, we're looking to hear from the kids who call Dallas home. They may have been born and raised here, or maybe they just moved here a week ago. Maybe they love this city or maybe they hate it. Either way we're certain that they have an opinion, and a valuable one at that. We believe that the solution to such an entrenched problem has the best chance of success among the young whose ideas about Dallas and the world are still being formed.

We hope to inspire Dallas youth to take that opinion and write, draw, paint or record something that lets everyone know what it means to be in the Big D. The winner will receive a \$500 scholarship, and other selected contestants will have their work featured in the publication.

SLIDE FOUR

The most difficult part of this endeavor will be attracting submissions and then evaluating them. To address this problem, we plan to reach out directly and indirectly to the students. We are in the process of forming relationships with high school administrators and English teachers so that we might advertise within the schools. We are also planning to launch an advertising campaign using social media networks such as Facebook, MySpace, Twitter, and Black Planet. Finally, we plan to create a rubric by which submissions may be judged and a committee comprised of SMU students and faculty to evaluate the received submissions.

Our website, through which the submissions will be entered and received, will be launched by the beginning of this summer. Our advertising will begin by the start of the Fall semester, and we plan to choose the winners and publish the magazine after Thanksgiving of this year.

Thank you for your time.